

# Business Communication

## E mail Etiquettes

---

September 2022

# WHAT CAN YOU ACHIEVE WITH MAILS?

## Lightning-Fast Communication

- Communicating by email is almost instantaneous

## Automated Message Handling

- A significant business benefit from email is the ability to process incoming and outgoing messages automatically.

## Record Keeping

- Creates a virtual paper trail that is far more efficient than printed documents

## Building a Personal Brand

- How well you write emails affects how you are perceived



# WHY EMAIL ETIQUETTE?

Email etiquette refers to the code of conduct that guides one's behaviour while writing and/or answering emails. These principles are intended to demonstrate professionalism and mutual respect between those exchanging emails.

These are three reasons why you need email etiquette:

- **Avoid confusion**, poorly worded emails can lead to misinterpretation or mistake
- **Efficiency**: emails that get to the point are much more effective than long emails.
- **Professionalism**: by using proper email language you will convey a professional image





# COMPONENTS OF AN EMAIL

## Subject Line :Don't Forget it

- Write it Before you write the mail
- Make it Specific
- Reply Subject Lines can be different. Eg: Re:Reservation V/s Conference Reservation
- Use Nouns. Eg: I would like to know the details of the SAP V/s SAP Details Required (Put the most important word first)
- Don't use Uppercase

## Greetings: Keep it Formal

- When writing for the first-time use 'Dear Mr.D: / Ms.D,
- When Replying you can use the first name 'Hi D,'
- When you don't know who you are writing to, 'To Whom It May Concern,'

## Closing the mail & Signature

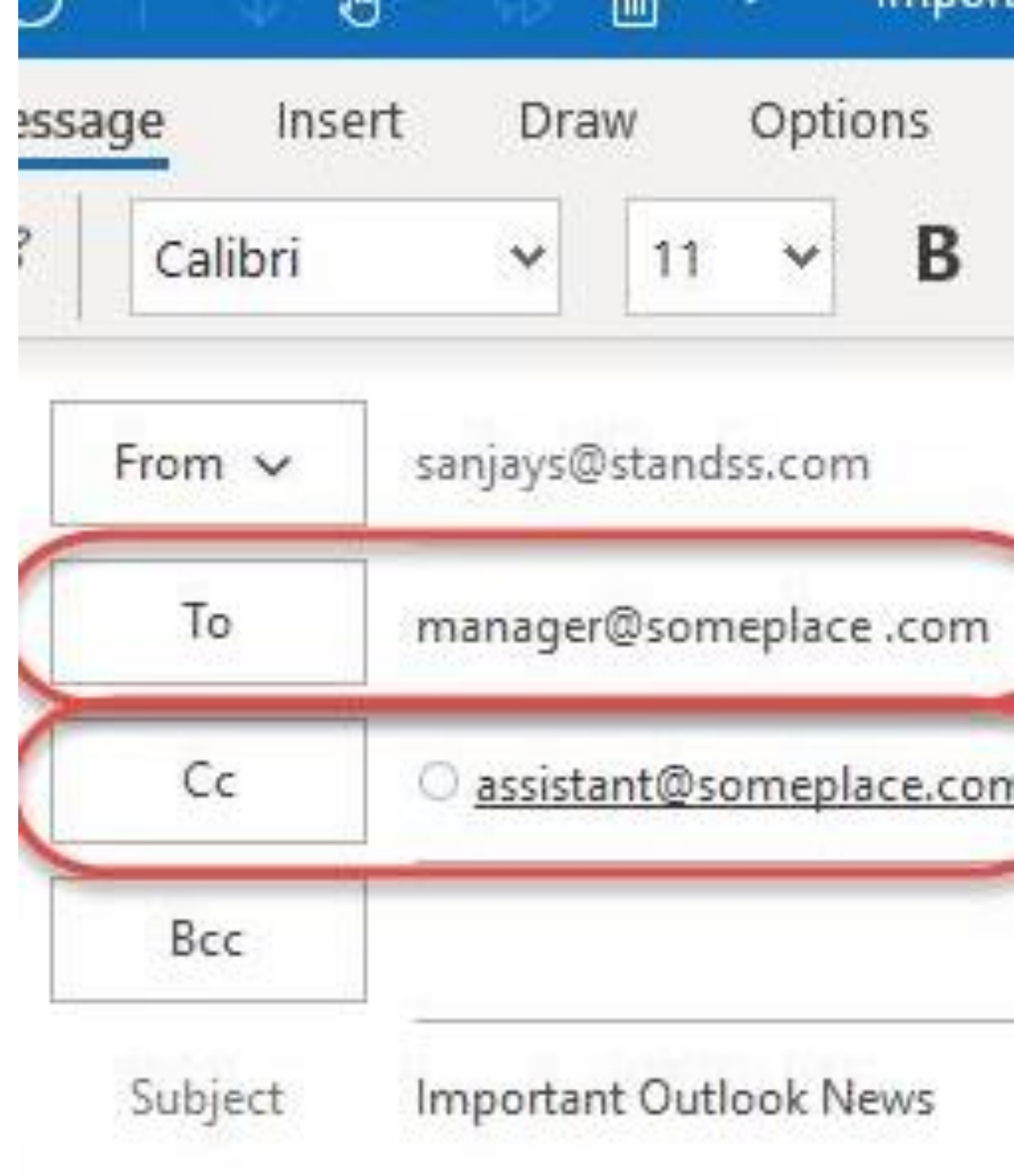
- Use 'Sincerely,' to keep it formal or 'Best, Regards, Thanks and Regards, Warm Regards'
- Make a Signature Now!

# TO, BCC, CC

Bcc stands for **Blind Carbon Copy**, “blind” meaning Bcc recipients are hidden from view and “carbon” being a throwback to the olden days when people made copies by writing things on carbon paper. To break it down:

- To: these are the people you’re directly addressing in your message
- CC: these are the people you’re publicly informing of the message
- BCC: these are the people you’re privately informing of the message

Neither CC nor BCC recipients are expected to respond, so the only difference between the two is that CC allows the primary recipient(s) to see who is sent a copy of the email, whereas Bcc keeps this information hidden. So, if you’ve been Bcc’d on an message, **NEVER reply-all**



Email - Amol Patwardhan - Outlook - Google Chrome

about:blank

Send Attach Encrypt Discard

To: PROARC Academy Of Excellence <mgmt@proarcacademy.com> X

Cc: TeamPROARC <learn@proarcacademy.com> X

Bcc:

Re: (Ref: Toral V) PROARC Training Support For Robosoft - Introductory mail + Catalogs of Training Courses

Hi Toral,

Thank you for this brief outline, it was a pleasure talking to you the other day.

I feel the outline seems to be good right now. Let me know if we can have a final call on pricing and other deliverables. Also, we will need to set a timeline for the same.

We can have a telephonic conversation to save time. Let me know what time is convenient for you.

Looking forward to hearing from you.

Regards,  
Amol

---

**From:** PROARC Academy Of Excellence <mgmt@proarcacademy.com>  
Hi Amol,

I hope this email finds you doing well. It was really nice to have connected with you and made your acquaintance over the call on September 1st.

As discussed, we are working to present you with the best possible workshop that addresses the following areas of development for your recruiters:

- Customer Centricity - What it means & How to Achieve it
- Cohesiveness within the team - Less "Me" & More "Us"
- Open Communication that's Clear, Concise and Constructive
- The Art of Giving & Receiving Feedback *with a positive attitude*
- Understanding & Representing the Employer Brand
- Improving Pitch & It's Co-relation to Performance & Conversions

Calibri 12 B I U A

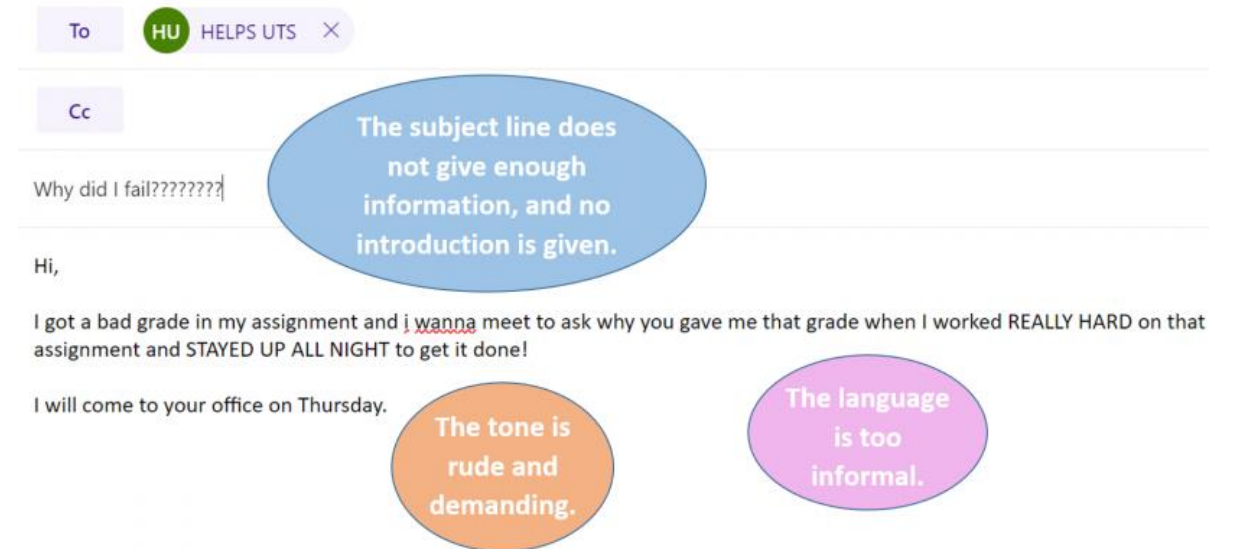
Send Discard Draft saved at 10:31

- **Subject:** Training Introductory Mail
- **Greeting:** Hello Toral,
- **Brief Pleasantry:** It was a pleasure to meet you at the Manufacturing & Technology Conference.
- **Purpose:** To finalise the training outline and budget
- **Additional Information:** Time in this case
- **Call to Action:** Let me know what time works for you
- **Sign-Off:** I'm looking forward to speaking with you again.
- **Signature:** Regards, Amol (no signature since this is reply message)



# WHAT NOT TO DO WHILE WRITING AN EMAIL

- Be careful with emoji and humour
- Don't overuse "!!!/???"
- Don't Bold or oversize certain words even though you want to highlight it
- Avoid using RED colour for the fonts of your mail
- One Topic per mail
- Check Before you Click

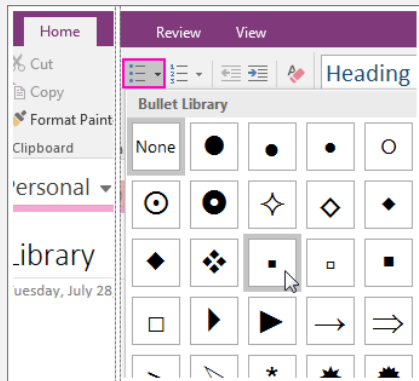




# KEY TO AN EFFECTIVE MAIL



## Use Bullet Points



## Keep It Short



## Use paragraph breaks



## Add Discription







Subject

🔍 ↻ B / U S ☰ ☷ ☹ ☹ Paragraph Font Family Font Sizes A 🖨 🔗 🔄

👤 1,523 active

Dear Ms. Smith,

I hope you are doing well. The weather is very cold here—I hope yours is much warmer! It was nice seeing you the other day and I look forward to working with you. I attached that estimate you asked for to this email. Send me the square footage of the house and I will add that to the last page. Also, please let me know if you found the CPA information you were looking for. If not, I can send you a referral. Let me know if you have any questions. I will be travelling for the next two weeks, so I might be a little slower to respond. If you can't reach me, you can call Katie in my office and she can help you. Also, don't forget about the free seminar tomorrow night. It is 6-8 p.m. at the conference center in room 2B. I hope you can join us.

Thanks!



Subject

Discard Save Send

Paragraph Font Family Font Sizes

Dear Ms. Smith,

Attached is the home organizing estimate you requested.

- Can you send me the square footage of the house so I can add that information to the last page?
- Please let me know if you found the CPA information you were looking for. If not, I can send you a referral.
- Don't forget about the free seminar tomorrow night. It is 6-8 p.m. at the conference center in room 2B. I hope you can join us.

I will be travelling for the next two weeks. If you can't reach me, you can call my assistant, Katie, in my office at 111-111-1111 for any help.

It was nice seeing you the other day and I look forward to working with you.

All the best,

Jake

LinkedIn



# MOST USED SHORTCUT KEYS IN E-MAIL

## Shortcuts for a new message:

- Ctrl+O - Open a message (or Enter)
- Ctrl+N - Create a new message (in the Mail view)
- Ctrl+Shift+M - Create a new message from anywhere in Outlook
- Navigation shortcut keys:
- Ctrl+Shift+I - Switch to Inbox
- Ctrl+Shift+O - Switch to Outbox
- Ctrl+Shift+B - Open address book
- Ctrl+Y - Open a folder list
- Ctrl+. (period) - Read next message (with a message open)
- Ctrl+, (comma) - Read previous message (with a message open)
- F6 - Read previous message (with a message open)

## Shortcut keys for changing messages:

- Ctrl+D - Delete an open item
- Ctrl+Q - Mark as read
- Ctrl+U - Mark as unread
- F4 - Find or replace (with a message open)
- Shift+F4 - Find next (with a message open)
- Ctrl+P - Print
- Ctrl+Alt+M - Mark for download
- Ctrl+Alt+U - Clear Mark for Download
- Ctrl+Alt+J - Mark as not junk mail
- Insert - Toggle follow-up flag

# PROOF READING IS GOOD AND USE TECH TOO!

- Take a break
- Know your usual mistakes
- Check subjects and headlines
- Verify names and pronouns
- Read out loud
- Check links and attachments
- Verify facts and dates
- Check your tone
- Use a proofreading tool: Grammerly, Go visually, Sapling, Revrso, Language Tool

# PROOFREAD

- ☒ Spelling
- ☒ Grammar
- ☒ Accuracy

**The key to writing great emails is to remember this. All email is personal. You're writing to one person. Even if your email is going out to thousands of people, you're communicating heart to heart to one person. And that's how we make the world a better place, one person at a time.**

- Amol

**Thank  
You**



**Robosoft Technologies®**  
EMOTION ENGINEERING & DESIGN